RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

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February 26, 1997

☎ *Fax* (315) 425-0461
Mr. D. Cook
CONSOLIDATED INDUSTRIES

APRIL DORAL B2GF LIGHTER PROMOTION #700050

Dear Don:

I have ordered 720 SKUs of Doral Lighter Displays Hats (item #521573) for you to pack this promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays.

All displays will need to be back at McLane no later than April 14th in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane: March 24th
Displays Arrival @ Consolidated: March 27th

Doral Brand Styles	#/ (12M) Cases
FF King	12
FF 100	12
Lt King	12
Lt 100	12

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / #1610
/jc
w/ State Display List
cc: P. Cox

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Source: https://www.industrydocuments.ucsf.edu/docs/llvn0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B2GF LIGHTER / PROMOTION #700050

RETAIL DISTRIBUTION DATE: 4/14/97

CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	236	See List	244	1	2	20			2	6	72		138	3	
BP OIL	41	1	41										41		
CIRCLE K	47	1	47	6		31		1	9						
COASTAL MART	35	1	35							9			26		
COOKS CONV	6	See List	8								8				
CONV EXPRESS	5	1	5								5				
DAIRY MART	107	1	107	24		32					18		27	6	
EXPRESS MART	35	See List	36								36				
F.L. ROBERTS	17	1	17	3		14									
KRAUSZERS	12	1	12	12											
MOHAWK OIL	4	1	4								4				
RED BARREL	19	See List	25								25				
7/11 - HANDEE MART	15	1	15				1					8	6		
SUGARCREEK	50	1	50								50				
SUNOCO	7	See List	8										8		
SUNRISE FOODS	18	See List	19								19				
INDEPENDENTS & SMALL CHAINS	34	See List	39	1		3	2		2	3	17		10	1	
TOTALS	688		712	47	2	100	3	1	13	18	254	8	256	10	0

(MC-LIG.XLS)2/26/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH("Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

Source: https://www.industrydocuments.ucsf.edu/docs/llvn0000

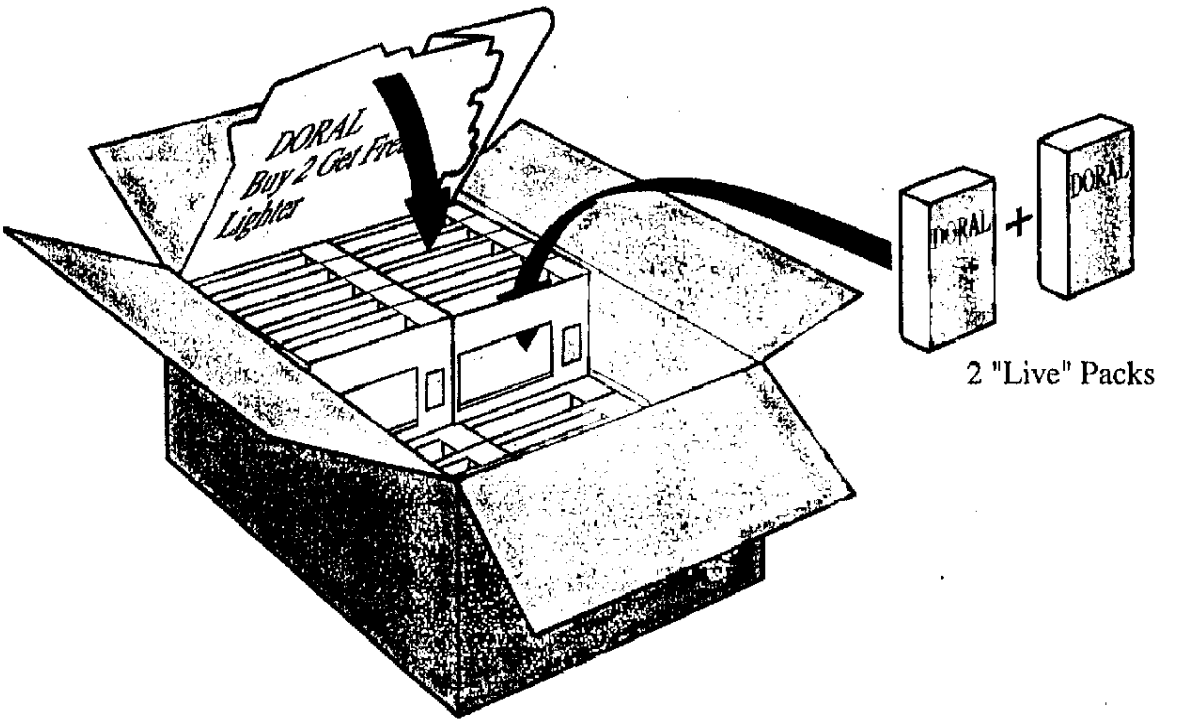
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/llvn0000

MESSAGE CONFIRMATION

DATE:02/28/97 TIME:10:29

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
02/28	10:27	02'06"	3154250461	G3-S	003	OK

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